

Rep Order#	6839290	Ver#	1	Status	New	Traffic Order#	08/08/2012 2:30 PM
							Printed:
							3 of 6

EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed:

08/08/2012 2:30 PM

3 of 6

Last Received: 08/

Station WAVY-TV NORFOLK, VA.

Advertiser (). CROSSROADS GPS

Product

Estimate# 882

Buwer Noelle Ramsey

Phone#**Fax#**

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/882

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Introduction

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Dayparts
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	20	TH	530P-6P	530PM NEWS	:30	\$1,500.00	08/09-08/09	1	1	1	\$1,500.00	
Rating: 5.8												
	21	F	530P-6P	530PM NEWS	:30	\$1,500.00	08/10-08/10	1	1	1	\$1,500.00	
Rating: 5.8												
	22	M	530P-6P	530PM NEWS	:30	\$1,500.00	08/13-08/13	1	1	1	\$1,500.00	
Rating: 5.8												
	23	TU	530P-6P	530PM NEWS	:30	\$1,500.00	08/14-08/14	1	1	1	\$1,500.00	
Rating: 5.8												
	24	W	6P-630P	6PM NEWS	:30	\$1,800.00	08/08-08/08	1	1	1	\$1,800.00	
Rating: 7.6												
	25	TH	6P-630P	6PM NEWS	:30	\$1,800.00	08/09-08/09	1	1	1	\$1,800.00	
Rating: 7.6												
	27	M	6P-630P	6PM NEWS	:30	\$1,800.00	08/13-08/13	1	1	1	\$1,800.00	
Rating: 7.6												
	28	TU	6P-630P	6PM NEWS	:30	\$1,800.00	08/14-08/14	1	1	1	\$1,800.00	
Rating: 7.6												
	29	W	630P-7P	NBC NITELY NWS<	:30	\$2,500.00	08/08-08/08	1	1	1	\$2,500.00	
Rating: 7.9												
	30	TH	630P-7P	NBC NITELY NWS<	:30	\$2,500.00	08/09-08/09	1	1	1	\$2,500.00	
Rating: 7.9												
	31	F	630P-7P	NBC NITELY NWS<	:30	\$2,500.00	08/10-08/10	1	1	1	\$2,500.00	
Rating: 7.9												

Rep Order#	6839290	Ver#	1	Status	New	Traffic Order#	08/08/2012 2:30 PM	Printed:	08/08/2012 2:30 PM	4 of 6
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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 08

/08/2012 2:30 PM

4 of 6

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser (). CROSSROADS GPS

Product

Estimate# 882

Buyer Noelle Ramsey

Phone#

Fax#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/882

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	32	M	630P-7P	NBC NITELY NWS<	:30	\$2,500.00	08/13-08/13	1	1	1	\$2,500.00	
Rating: 7.9												
	33	TU	630P-7P	NBC NITELY NWS<	:30	\$2,500.00	08/14-08/14	1	1	1	\$2,500.00	
Rating: 7.9												
	34	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	08/13-08/13	1	1	1	\$1,200.00	
Rating: 4.8												
	35	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 4.8												
	36	M	730P-8P	THE INSIDER	:30	\$1,200.00	08/13-08/13	1	1	1	\$1,200.00	
Rating: 4.3												
	37	TU	730P-8P	THE INSIDER	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 4.3												
	38	M	11P-1135P	LATE NEWS	:30	\$1,800.00	08/13-08/13	1	1	1	\$1,800.00	
Rating: 4.5												
	39	TU	11P-1135P	LATE NEWS	:30	\$1,800.00	08/14-08/14	1	1	1	\$1,800.00	
Rating: 4.5												
	40	M	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/13-08/13	1	1	1	\$400.00	
Rating: 2.4												
	41	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/14-08/14	1	1	1	\$400.00	
Rating: 2.4												
	45	W	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,800.00	08/08-08/08	2	1	2	\$3,600.00	
Rating: 5.8												

EC'd Yes Last Received: 08/07/2012 9:15 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 882 Agency C/P1/P2/E 12/11/882 Salesperson Phone# 215-567-6005
Buyer Noelle Ramsey Flight Dates 08/08/2012 - 08/14/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	46	TH	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,800.00	08/09-08/09	2	1	2	\$3,600.00	
Rating: 5.8												
	47	F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,800.00	08/10-08/10	2	1	2	\$3,600.00	
Rating: 5.8												
	48	W	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/08-08/08	1	1	1	\$5,000.00	
Rating: 12.0												
	49	TH	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/09-08/09	1	1	1	\$5,000.00	
Rating: 12.0												
	50	F	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/10-08/10	1	1	1	\$5,000.00	
Rating: 12.0												
	51	SA	8P-12A	2012 SUMMER OLYMPICS	:30	\$5,000.00	08/11-08/11	1	1	1	\$5,000.00	
Rating: 12.0												
	57	M-TU	10A-11A	TODAY SHOW 3	:30	\$400.00	08/13-08/14	2	1	2	\$800.00	
	58	M-TU	11A-12P	HAMPTON ROADS SHOW	:30	\$150.00	08/13-08/14	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 53 / \$85,050.00

---SALES MONTHLY TOTALS---

Aug 12: 53 / \$85,050.00
Sales Totals: 53 / \$85,050.00
Station Totals: 53 / \$85,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Station WAVY-TV NORFOLK, VA.
Advertiser () CROSSROADS GPS
Product Crossroads GPS
Estimate# 882
Buyer Noelle Ramsey
Phone#
Fax#

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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
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Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Market Totals		\$184,891	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
			WTVZ 4%	WVBT 6%	WVEC 18%		

---COMPETITIVE---

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE